ABSTRACT OF THE DISCLOSURE

A playlist server system for supplying a playlist response to a client device which exchanges information with an information server system and which receives ads from an ad server over a communications network, includes a playlist response generation device for generating a playlist response identifying a plurality of selected ads to be presented by the client device, and a first communications device that effects a playlist response send communications link with the client device via the communications network over which the playlist response is transmitted to the client device, wherein the information server system and the playlist server are independently controlled.